



**HIGH POINT UNIVERSITY**  
OFFICE OF THE PRESIDENT

November 5, 2007

The Honorable Kevin Martin  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Chairman Martin:

As you know, sports are a fundamental part of North Carolina's culture. We are proud of our strong tradition of competitive and successful collegiate programs. As leaders in the state's academic and athletic communities, we are committed to sustaining and improving college sports.

Making our games available to the public is essential to the continued growth and success of North Carolina collegiate athletics.

A Regional Sports Network, the Mid-Atlantic Sports Network, is now available on expanded basic cable to 700,000 North Carolina households and to 5.2 million households throughout MASN's seven-state region.

MASN is an extremely valuable resource for the schools we represent. Our schools and our athletic programs gain unparalleled exposure by having our games televised on MASN.

Not only can students, faculty, and fans watch local North Carolina sports, but because MASN's television footprint extends all the way to Harrisburg, Pennsylvania, the network provides our athletic programs with significant promotional opportunities beyond our state's borders.

The exposure to millions of fans who might not otherwise be aware of our athletic programs is enormously beneficial for recruiting. It allows us to sustain our high-caliber athletic programs and to compete for the best and most gifted student-athletes.

MASN is currently available on the expanded basic service of twenty-one cable and satellite providers throughout the region, including on DirecTV, Dish Network, Mediacom and Charter in North Carolina. Unfortunately, the largest cable provider in our state, Time Warner, refuses to carry MASN on the same terms to which these four carriers have already agreed.

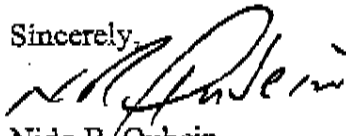
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Time Warner's refusal to carry MASN prevents North Carolinians from watching their favorite local NCAA programming and harms North Carolina schools by depriving them of the marketing, alumni relations and recruiting potential available through MASN.

On behalf of High Point University and for the sake of our fans, alumni and athletic programs, we urge you to reaffirm your support for local sports programming and require cable companies to provide this "must-carry" programming on the most widely distributed tier of cable service.

Sincerely,



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President

c: Kyle B. Kallander, Commissioner, Big South Conference